

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 2, 9, 10, 12-16, 18 and 19 in accordance with the following:

1. (currently amended) A method, comprising:  
receiving electronic entity events for exchange transactions between first and second parties serviced by a third party; and  
dynamically and automatically, by a computer, pricing servicing of the events by the third party responsive to an electronic entity event pricing plan where the pricing is based on a collection of the exchange transactions where the collection of the exchange transactions is not limited to a total of goods/services.
2. (currently amended) A method as recited in claim 1, wherein one or more of the event- events comprises one of a transaction with a good/service exchanged as part of the transaction, multiple transactions with goods/services, a product query, an advertisement review, transferring to another site, an exchange subscription fee, or a customer characteristic.
3. (original) A method as recited in claim 1, wherein the pricing is responsive to relationships among buyers and sellers comprising negotiated customer specific rates and discounts.
4. (original) A method as recited in claim 1, wherein the dynamic pricing plan uses a decision network having rule based functions.
5. (original) A method as recited in claim 4, wherein said functions price the transaction across goods/services.
6. (original) A method as recited in claim 4, wherein the rules based functions comprise conditional decisions.

7. (original) A method as recited in claim 4, wherein the rules based functions comprise pricing calculation algorithms.

8. (previously presented) A method as recited in claim 7, wherein the algorithms comprise one of single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit or taper charges.

9. (currently amended) A method as recited in claim 1, wherein one or more of said ~~electronic event~~ events has a transaction price and a good/service price.

10. (currently amended) A method as recited in claim 1, wherein one or more of said ~~electronic event~~ events comprises multiple transactions.

11. (original) A method as recited in claim 1, wherein the pricing comprises detail and summary pricing.

12. (currently amended) A method associated with an electronic exchange which produces electronic exchange events, said method comprising:

receiving the electronic exchange events for exchange transactions between first and second parties serviced by a third party; and

dynamically and automatically, by a computer, pricing servicing of the electronic exchange events responsive to an electronic exchange event pricing plan where the pricing is based on a collection of the exchange transactions where the collection of the exchange transactions is not limited to a total of goods/services.

13. (currently amended) A method, comprising:

receiving an electronic exchange transaction request;

performing an electronic exchange function responsive to the electronic exchange transaction request; and

dynamically and automatically, by a computer, pricing servicing of electronic exchange events responsive to an electronic exchange event pricing plan where the pricing is based on a collection of the exchange events where the collection of the exchange events is not limited to a total of goods/services.

14. (currently amended) A method, comprising:  
receiving electronic exchange events; and  
dynamically and automatically, by a computer, pricing servicing of the electronic exchange events responsive to an electronic exchange event pricing plan having transaction pricing, cross product pricing, summary pricing and non-transaction pricing where the pricing is based on a collection of the exchange events where the collection of the exchange events is not limited to a total of goods/services.

15. (currently amended) A method, comprising:  
receiving electronic exchange transaction requests;  
performing electronic exchange functions responsive to the electronic exchange request and where the function comprises transactions exchanging a goods/services having a goods/services prices; and  
dynamically and automatically, by a computer, pricing servicing of the electronic exchange transactions with detail and summary pricing using an electronic exchange event pricing plan responsive to relationships among buyers and sellers and comprising negotiated customer specific rates and where the dynamic pricing plan uses a decision network having rule based functions pricing the transactions, pricing across the transactions, pricing across the goods/services, pricing with charge limitations and pricing non-transactions using conditional pricing decisions and pricing calculation algorithms comprising single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit and taper charges where the pricing is based on a collection of the exchange transactions where the collection of the exchange transactions is not limited to a total of goods/services.

16. (currently amended) A system, comprising:  
an electronic exchange handling electronic exchange events; and  
a pricing mechanism dynamically pricing servicing of the electronic exchange events responsive to an electronic exchange event pricing plan where the pricing mechanism comprises a function pricing servicing of the electronic exchange events based on a collection of the exchange events where the collection of the exchange events is not limited to a total of goods/services.

17. (original) A system as recited in claim 16, wherein said pricing mechanism comprises a code-based pricer and non-code based rules used by the pricer to price the event.

18. (currently amended) A computer readable storage controlling a computer by dynamically and automatically pricing servicing of electronic exchange events responsive to an electronic exchange event pricing plan where the pricing is based on a collection of the exchange events where the collection of the exchange events is not limited to a total of goods/services.

19. (currently amended) A method, comprising:  
receiving electronic entity events for transactions; and  
dynamically and automatically, by a computer, pricing servicing of the events responsive to an electronic entity event pricing plan where the pricing is based on a collection of the exchange transactions where the collection of the exchange events is not limited to a total of goods/services.